

**Corporate
FAX Message**

Mazda Motor of America, Inc.
7755 Irvine Center Drive
Irvine, California 92718-2906
P.O. Box 19734, Irvine, CA 92713-9734
Telephone (714) 727-1990

mazda

TO	DEPT/LOCATION	FAX
FROM	WAIS, Inc.	415.327.6513
DATE	SUBJECT	714-727-6183
11/1/94	SIM	
TOTAL PAGES INCLUDING COVER PAGE	COPIES TO	
5	Tom Morris Holly Richards	
MESSAGE:		

Brewster -

Re our conversation at the Economics
Conference. I hope you can participate.

- Mike Anzis

(Harold Lester, EB
possible alternative speaker)

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Fax (714) 727-6101



MICHAEL E. ANZIS
Vice President
Information Systems

**Society for Information Management
So. California Chapter**

**1995 WINTER CONFERENCE
February, 1995
Long Beach, California**

WORKING TITLE: "External Intelligence: Becoming a Power User"

THEME:

The so called "information explosion" has resulted in a corresponding increase in external information, or "intelligence", available to organizations. This information can originate from a broad range of sources, including government provided data, Internet sources, or that provided by vendors such as TRW, R.L. Polk, or D&B. Almost all organizations are challenged to become "power users" of such data by combining and presenting it in a way that is uniquely advantageous to themselves.

This conference will explore the wide range of external information available today, and how some organizations are capitalizing on it. It will also suggest how organizations can start to become power users, and what barriers they may face in doing so.

FORMAT:

Two 40 to 50 minute presentations and a panel, which would include the speakers and 2 to 4 other participants. The panel would include 5 to 10 minute presentations by the non-speaking participants, and discussion and audience Q & A.

POTENTIAL SPEAKERS AND PANEL MEMBERS:

Please indicate how you or your company would like to participate in this conference, i.e. what specific topics you would address and your specific qualifications and expertise as a speaker or panel member.

Please respond to me at the above address, FAX, or phone number. I would be happy to speak with you by phone.

- Mike Anzis